R J Reynolds Tobacco Company

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July 16,1997

To: ***ROU's 1210,1310,1610,1710.. Please distribute to DM's,RM's,SR's and RR"s with Wawa Responsibility.***

Subject: **Jack's 2 packs for $2.00 Promotion**

Promotional Time Period: **July 28th through August 10th**

An **automatic distribution of 3 cartons each of the top 4 Jack's styles** will be made the week of July 28th. Distribution is over and above their regular weekly orders.

Advertisement Pieces

Wawa will be producing a sign to be placed in their Corporate Window Sign Holder along with a Jack's starburst to be placed on their cigarette pricing board to advertise this promotion. Signs will be placed by Wawa store personnel.

In locations with a Self Service Springload merchandiser,we are authorized to place advertisement in the Jack's area of the merchandiser.

May Thanks for your support with this Chain.

Joe Rago VM# 71831

Sales		Retail	
1221		1222	
1222		1223	
1223		1226	28
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

JG

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Source: https://www.industrydocuments.ucsf.edu/docs/mnxy0000